# Cambridge Tribune

Published Every Thursday By
THE TRIBUNE PUBLISHING COMPANY

Entered at the Postoffice at Cambridge as second class mail matter.

Subscription Rates
SINGLE COPIES ------3 cents each
BY MAIL—
3 Months ---------- .40
6 Months ---------- .75
1 Year ---------- 1.50

Advertising Rates Upon Application

Editorial and Business Office,
9 Spring St., Cambridge, Md.


## Just Between Us Girls

Some day we men are going to get in on one of these "just between us girls" conversations and maybe we'll find out all the things that have been puzzling us since our first girl gave us a long good night kiss and then whammed us one across the face for being too fresh.

Maybe we'll find out why they got all excited and marched in suffrage parades, and why they went out into the commercial world instead of waiting at home for "Mr. Right" to come along, and why they say "no" when they mean "yes" and "yes" when they mean "no." And maybe we'll find out just exactly why the recent announcement of Britain's conscription of its women for work in industry should bring about a frantic revival of feminine efforts to tack an "equal rights for women" amendment to the American Constitution.

That last business has us really stumped. If the news from Britain had engendered a demand for a Constitutional rejection of feminine conscription, we could have understood it better. Every time a new figure on the marriages in the state is released, it shows a tremendous jump from the preceding one, and it takes no Dies' Committee investigation to connect the Selective Service Act with the upswing. Here are the girls—or some of them, anyway—aiding and abetting the men in gaining a draft exemption. Then the news comes out about the British conscription of women and the girls set up a howl for "equal rights."

That just shows how little we men know about the girls and how imperative it is that one of us get in on the conversations. Before this, if anyone had even hinted at a possible conscription of America's woman-power, almost any of us would have predicted a protest march on Washington that would have made the biggest suffrage parade look like a select party of the garden committee of the Ladies Aid. None of us ever doubted the girls' willingness and eagerness to help if the nation got into difficulties, but "conscription" has always had as masculine a tinge as chewing tobacco and long winter underwear.

Now, we're not so sure about what the women want, which leaves us just where Adam stood. We always thought the girls had equal rights in all the essential things. They can vote (maybe that's what the suffrage parades were about); they can work in industry; they can even go dig up "Mr. Right" for themselves. It is true that special legislation has been passed to insure that they are not abused by over-long or over-late hours, but these laws are for their protection and surely they can't kick about them. So just what do they hope to gain by an "equal-rights" amendment to the Constitution?

There isn't much doubt that the women will get their amendment if they really want it. They're a persevering lot and have a disturbing habit of returning to the subject immediately after we men have thought it's been decided once and for all. And this "equal rights" thing has cropped up too often in the past ten years to be discarded as a passing fancy like the fad for women wearing pants that originated and was lost in Hollywood a few years ago.

Maybe it should be passed. No one can sit as judge until he hears both sides. But the women might stop a little and consider all that such an amendment would mean. It would mean the ending of all special legislation for the protection of women. It would mean that women would be eligible to take on many jobs now considered too physically arduous for them—and make no mistake, there would be employers grasping enough to use them and women desperate enough to accept. Wouldn't our daughters look cute firing an open-hearth furnace in a steel mill?

It would seem off-hand, and still without hearing the other side of the story, that nature has endowed women with enough burdens and privileges without their asking for the undoubted burdens and extremely doubtful privileges inherent in an "equal rights" amendment. But then, we have not yet been in on one of those "just between us girls" conversations.

Maybe there's a good, sound logical explanation of this movement. We'd certainly like to hear it. But if, in the meantime, a movement starts to force the manufacture of lightweight hand-grenades to fit the feminine hand—we're agin' it!

## Four Idea Tests

**William L. Murphy is the inventor of the Murphy door bed which folds away in to a closet. It is** used in America from the cod and bean eaters of Boston to the orange juice drinkers of the City of the Angels.

Murphy was once a ranch hand in California, got the idea for the bed, and put it over. Ever since he pulled off his boots at the ranch house and left for the city, he has made a living by ideas. He is an expert in ideas.

I asked him for four ways to determine the value of ideas. Here they are just as he gave them to me:

1 In the first place, only one idea in a thousand is any good. The successful man in business is the one who can sieve a good idea out of a barrel of bad ones. No one can hope to originate and see put into use more than two or three good ideas in a lifetime. If you can originate one good idea, and put it into use, you can call yourself successful.

For instance, Dr. Chevalier Jackson originated the idea of the bronchoscope; this is the instrument which extracts foreign articles from the lungs. It has saved thousands of lives and made him rich and famous. Florence Nightingale originated only one idea; it placed her among the immortals.

2 An idea is a steady growth. It rarely ever originates full-blown in your mind. It seeps in little by little. Sometimes it comes in a flash; and is gone just as quickly. But if it returns and haunts you, then it probably is worth developing. James E. Casey got the idea of the Parcel Delivery Service at sixteen. It has taken him a lifetime to develop it.

One brain may conceive an idea, but it is developed and put into practice by the coordination of many minds. Bring in other minds to evaluate your idea. Sometimes the biggest and most important phase of an idea is completely overlooked by the originator of the idea.

Thomas A. Edison got off on the wrong foot about motion pictures. He had a "peephole" machine and did not think, for a long time, of throwing the pictures on a curtain where many persons could see them.

3 When you are developing an idea, think how many it will affect. The more lives an idea touches, the more valuable it becomes.

4 Start with the simplest possible framework. Reduce and reduce until you can put an idea into a telegram. The first draft that Albert Einstein wrote of his relativity idea covered only three pages of ordinary sized note paper. Elbert Hubbard once said: "If your idea is cumbrous, it's doomed."

When next you have an idea you wish to commercialize, give it these four tests. If it stands up under them, then open the throttle, ring the bell and full steam ahead.

## Magic Words

There is a man living on a five-acre farm near Dallas, Texas, who can probably make of you a better salesman. That is, providing that you do exactly as he says.

This man is Elmer Wheeler.

This isn't just idle talk, but is backed up by established records.

Here is his philosophy boiled down to one sentence:

"When you are trying to sell something, don't ask if—ask which!"

Let me give you an example. Mr. Wheeler was engaged by the large oil company to see if he could help their men sell more oil at filling stations. He got into a car and drove up to half a dozen stations and listened to what the men said without revealing who he was. Invariably the question was: "Do you want your oil checked today?"

He knew that was bad selling, so he did some mental gymnastics and finally worked out a simple sentence which worked 58 percent of the time among the 45,000 dealers selling a particular brand of oil. Here's the sentence: "Is your oil at the proper level today?" That's all. Just those eight words, but it shot up the sales.

Lansburg's Department Store in Washington, D. C., had some white shoe polish that stuck on the shelves like a cocklebur on the toil of a Missouri mule. The store adopted a sentence of Mr. Wheeler's and sold 30,000 bottles in four weeks. Here's the sentence that performed the magic: "It won't rub off."

He was called in by Mary's Department Store in New York to take the pulse of some sick ash trays. He listened to the way the clerks went about it, then originated this sentence: "These ash trays have a deep dish: the ashes won't blow out." The clerks were instructed to use the sentence. Yes, you're right! Sales increased.

## Squabble At The Fire Plug

## This Week in Washington

Washington, Autocaster (Feb. 20)—The discussions of the lease-lend bill which went on in the Senate Foreign Relations Committee hearings would have been regarded as tempestuous a month ago, but so much has already been said for and against the bill, and vituperations as to personalities have become so common-place, that the sessions seemed relatively mild.

The target for the opposition has been, of course, the bill itself and, indirectly the President. Senator Wheeler of Montana started the fireworks three weeks ago when he called it the President's new triple-A foreign policy — plow every fourth American boy under. President Roosevelt responded heatedly at a press conference, and the feud went on from there.

These heated exchanges were more or less expected in view of the extreme position which Senator Wheeler has taken since the outbreak of the war, but some surprise was evidenced at the stand taken by former Governor Alfred M. Landon, Republican candidate for the Presidency in 1936. Mr. Landon had previously indorsed the administration's foreign policy and it was expected that he would take about the same position on the bill as that of Wendell L. Willkie.

However, Mr. Landon opposed the bill at its inception and when he appeared before the Senate Committee as an opposition witness, he attacked what he called "a dastardly attempt to silence Senator Wheeler" and described the lease-lend bill as a "guess and be damned policy."

### No Radical Changes

Despite the volubility of the opposition, however, the Senate Committee has made no radical changes and the bill must now withstand the attacks from the main body of the Senate. There is not the shadow of a doubt here that it will do so, although it may have a few modifications tacked on. But, although the more optimistic supporters of the bill are predicting its passage by the end of February, the best guess among neutral observers still remains the middle of March.

Immediately after the bill is passed, ways of financing its operation must be found. Official quarters are predicting an $85,000,000,000 income for the United States in 1941, and much of this will be taxed to pay for both our aid-to-Britain program and our own defense projects.

No serious tax proposals will be made until the March 15th income taxes are in, but by that time, the budget committee will be able to estimate about how much will be needed for the year and make recommendations for taxes.

### Cheerful News

Some cheerful news about 1940 emanated from the Department of Commerce last week when it issued its report on the retail census. Americans bought $45,500,000,000 worth of goods at retail last year, the report said, 8.3 per cent more than in 1939 and only 6 per cent less than the 1929 peak.

Three other agencies had cheering news also. The Social Security Board said that state employment offices placed 3,200,000 workers in private jobs in 1940 and 557,000 in public jobs—an increase of nearly 9 per cent over 1939 jobs filled.

The Federal Deposit Insurance reported that 1940 had fewer bank failures or forced mergers than in any year since 1935; and the Federal Reserve Board said the defense program boosted factory and factory equipment expenditures to $22,123,000,000 the highest level since 1929.

These effects of the nation's defense program are really only beginning to be felt. Next week, the War Department, for example, intends to ask Congress for more than $2,000,000,000 to add 15,000 airplanes to the Army air force.

The Army now has 19,000 planes on order, most of which were not expected to be delivered until 1942, but with British orders running out and many private manufacturers facing the prospect of idle assembly lines, some of the planes may be delivered sooner.

The defense program is being felt in other ways, too. There is an almost war-like "hush-hush" about all Washington activities that have to do with the nation's defenses. It was exemplified in the appeal of Secretary of the Navy, Frank Knox to the press, radio and screen to co-operate with the Navy Department in keeping secret such naval activities as might be of use to a potential enemy.

### Newsmen Fingerprinted

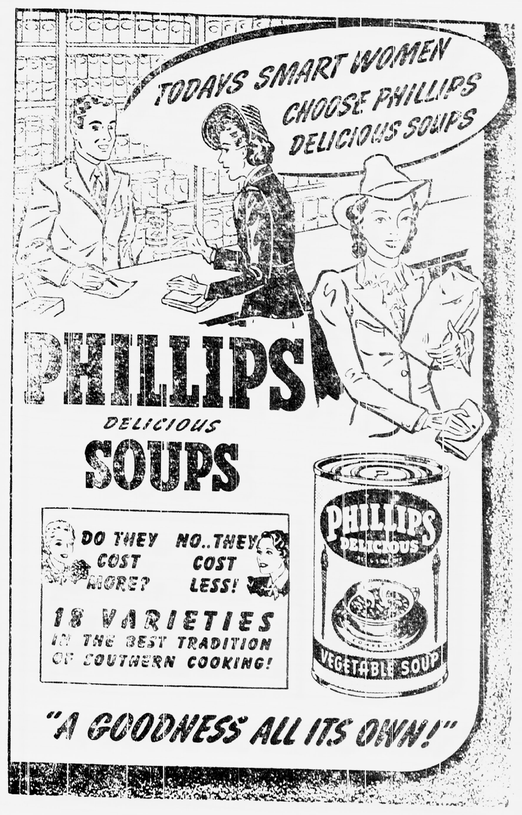
The appeal was brought closer home to newsmen when it became necessary to be finger-printed and photographed before admitted to the White House and a few other Government Departments, and to be required to wear a badge with a photograph on it.

Even members of the Defense Commission are not exempt from this ruling, and all save Mr. Knudsen, the Director, comply with the ruling. Employees have been given Mr. Knudsen's picture, so there is little chance of the Defense Director being thrown out.

The war has also brought many peace time proposals to the fore—ones that were formerly rejected, but are now being considered in the light of how they may help our defenses. Foremost among these is the proposed St. Lawrence waterway project, which would open the St. Lawrence River for navigation all the way to the Great Lakes.

## GALESTOWN 4-H PARTY

The Galestown Boys and Girls 4-H Clubs held a St. Valentines Day Party at the Galestown Community on Friday evening, February 14th. Everyone enjoyed the games which were directed by two W P A Recreation Instructors. We were pleased to have Mr. Fuller present with us. The boys who acted as hosts served delicitious home-made ice cream and buttered crackers (as refreshments).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